



Housing Plan Committee
Wednesday, November 10th, 2021



camiros

AGENDA

HOUSING PLAN COMMITTEE; MEETING #2

1. Introductions
2. Review Goals and Guidance
3. Overview of Draft Housing Plan
4. Housing Plan Proposals
5. Schedule

Introductions

- | | |
|--------------------------|--------------------------------|
| 1. Bekki Fox | City of Rome |
| 2. Daphene Jones-Pearson | JGH Resident |
| 3. Trey Coogle | REA Ventures |
| 4. Bill Temple | Toles, Temple & Wright/Realtor |
| 5. Africa Jones | NWGHA |
| 6. Pat Sullivan | AHCA/NWGHA/Realtor |
| 7. Connie Newman | East Rome Business Owner |
| 8. Courtney Griffin | City of Rome (Transit) |
| 9. Todd Wofford | Parks & Rec |
| 10. Art Newell | City of Rome |
| 11. Betsy Allgood | Habitat for Humanity |
| 12. Trixie Morgan | Rome PD |
| 13. Howard Gibson | NWGHA |
| 14. Cassandra Wheeler | Georgia Power |
| 15. David Clonts | Investor/Developer |
| 16. Arnold Shedd | Business Owner (Maple Pawn) |
| 17. Xaivier Ringer | Rome Mural CoLab |
| 18. Martha Donaldson | East Rome Resident |
| 19. Roy Bailey | East Rome Resident |
| 20. Jackie Jenkins | East Rome Resident |
| 21. Cheynne Aycock | East Rome Resident |
| 22. Wendy Davis | City Comm./East Rome Resident |
| 23. Chuck Hughes | Cabrill Bros Construction |
| 24. Dequorria Woodard | JGH Resident |
| 25. Kandy Brooks | JGH Resident |
| 26. Madonna Murphy | Director of Housing |
| 27. Cornelius Singleton | East Rome Resident |

Camiros; Planning Coordinator

Bill James
Katie Reilly

NWGHA

Molly Majestic
Napoleon Fielder

3,128 residents

3,128 residents



JOHN GRAHAM HOMES

375 residents 147 units



REVIEW: Choice Neighborhoods Goals and Guidance

Housing Plan Goals

- Transform the distressed target housing site into an attractive mixed-income development
 - 1 for 1 replacement housing; on-site or within 2.5 miles
 - Formulate Relocation Plan for Target Housing Site
 - Right to return for John Graham Homes residents
- Create a mixed-income community
- Attract market-rate housing
- Address housing dilapidation and disinvestment
- Create housing of choice
- Meet local needs/preferences for housing types
- Support homeownership
- Use JGH redevelopment to support/underwrite new stores & shops

East Rome Crossing – Core Strategies

- Achieve physical neighborhood transformation incrementally. Short, medium & long-term.
- Leverage existing assets & strengths to build improvement momentum. Both within the neighborhood boundaries and the surrounding area.
- Start to realize the shared vision of a new neighborhood with a distinctive look and lifestyle.



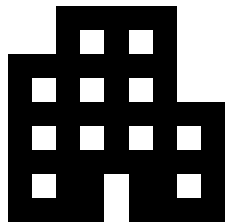
REVIEW: Choice Neighborhoods Goals and Guidance

Choice Neighborhoods Objectives – Notice of Funding Availability (NOFA)

1. Well Managed and Financially Viable: Developments that have budgeted appropriately for the rental income that can be generated from the project and meet or exceed industry standards for quality management and maintenance of the property.
2. Mixed Income: Housing affordable to families and individuals with a broad range of incomes including low-income, moderate income, and market rate or unrestricted.
3. Energy Efficient, Sustainable, Accessible, Healthy and Free from Discrimination: Housing that is well-designed, meets the requirements of accessible design and embraces concepts of visitability and universal design, has lower per unit energy and water consumption and healthy indoor air quality, if built to be resistant to local disaster risk, has affordable broadband internet access and is free from discrimination.

Overview of Draft People Plan

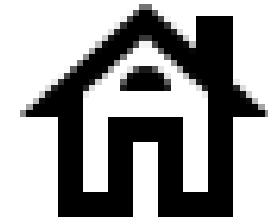
The Draft Housing Plan illustrated in this presentation includes recommendations representing 50% of the Final Plan. The intent is to provide a framework that this Committee can help refine into the Final Plan. The draft People Plan initiatives consist of:



Mixed Income Development



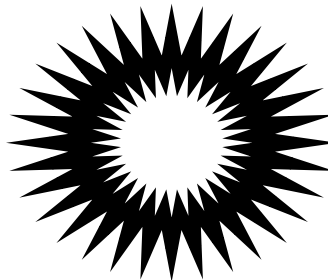
Addressing Blight



Meet local needs & preferences for housing



Market Rate Housing



Create a Catalyst Housing Project



**Mixed-Use Development;
Stores and Shops**



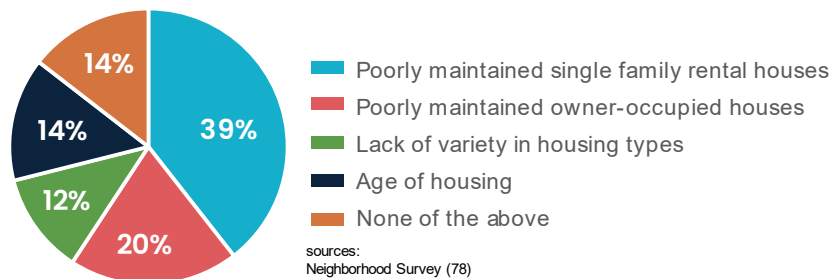
Discussion of Goals

Working Group Initiatives: Fulfillment and Gaps in Addressing Housing Plan Goals

Create a Mixed-Income Community	Address Housing Blight and Disinvestment	Meet local needs/preferences for housing types	Attract Market-Rate Housing	Create a Catalyst Housing Project
GOAL FULFILLMENT		HIGH	MEDIUM	LOW OR NONE

Housing - Challenges

What is the Biggest Issue With Housing in the Neighborhood?



85% of JGH residents found mixed income housing appealing

What Housing Type Belongs In East Rome Crossing? (In order)

1. Affordable Single Family/ Duplex (98%)
2. Townhomes (59%)
3. Upscale Single Family (51%)
4. Low-rise Apartments (46%)

Residents were skeptical of Mid/High-Rise Apartments (2% voted for this housing type in the neighborhood)

- The estimated average **home value in East Rome Crossing is half of the average of the City of Rome** at \$81,800.
- **64%** of housing in East Rome Crossing is **50 years old or more**
- **63% of renter households are cost burdened** in East Rome Crossing, meaning they spend over 30% of their income on rent. **30% of low-income households** (at or below 80% of the area median income) in East Rome Crossing **are severely cost burdened**, meaning they spend over half of their monthly income on housing costs.
- Approximately **31.76% of households** in East Rome Crossing **own their home**.



John Graham Homes Redevelopment

Mixed-use housing would allow for the creation of affordable commercial spaces for new stores and shops in the East Crossing Neighborhood. This will make it easier to attract a grocery operator and make accessible spaces to neighborhood entrepreneurs.

Should mixed-use housing be a part of the JGH redevelopment?



John Graham Homes Redevelopment

CONCEPTUAL REDEVELOPMENT PLAN

- MIXED-INCOME DEVELOPMENT
- MARKET-RATE SINGLE FAMILY
- VARIED HOUSING TYPES
- MIXED-USE; STORES & SHOPS
- LOW DENSITY
- ATTRACTIVE STREETSAPES



GOAL(S) ADDRESSED



MIXED USE



APARTMENTS



TOWNHOME
STYLE #1



TOWNHOME
STYLE #2



SINGLE FAMILY



DUPLEX



DAYCARE CENTER



NEW STREET/ALLEY



Create A Catalyst Project

2. Create a Catalyst Housing Project.

East

Rome Crossing needs to attract market rate housing to make it a ***neighborhood of choice***. The Plan should identify one or two areas that could support market rate single family by building off of existing strengths in the neighborhood. Strengths include:

Sandra Hudson Villas; Improved Banty Jones Park; John Graham Homes Redevelopment; East Rome Historic District (to the north)

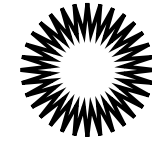
Both new construction and gut rehab renovations would be included. Incentives to the builder/developer could be considered. Upgraded infrastructure such as improved streets, sidewalks, curbs/gutters and lighting would be constructed to induce private investment, to be financed publicly.

The map shows options for the Catalyst Project. Which area is most likely to attract new homebuyers?

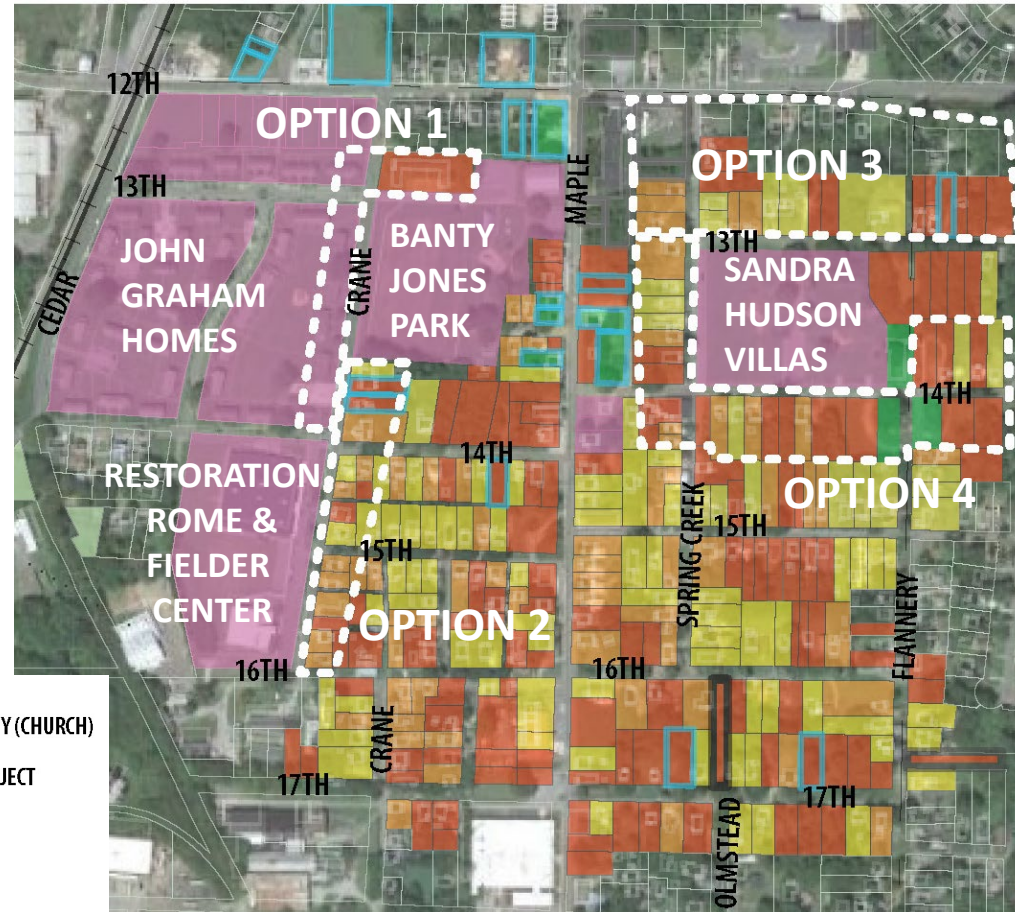
LEGEND; HOUSING CONDITION

	REPAIRS MAY BE NEEDED		RECENT CONSTRUCTION OR AMENITY (CHURCH)
	REHAB		UNDER CONSTRUCTION OR CNI PROJECT
	DEMO OR VACANT LOT		NWGAH PROPERTY

*BASED ON GOOGLE STREET VIEW



GOAL(S) ADDRESSED



Create A Catalyst Project

Does this proposal seem feasible?

Are there partners or organizations that can help finalize how this program would work?



Establish Design Guidelines

3. Create Design Guidelines For New Development. As new development is built and properties are rehabbed over time in East Rome Crossing design guidelines will provide guiderails that keep development in alignment with the neighborhood character and existing patterns. This will help preserve the existing strengths of East Rome Crossing while allowing growth to occur.



NWGHA has well known look and high quality to their housing. However, this distinct look also makes public housing easily identifiable.

How can we develop the neighborhood and new affordable housing while mitigating the residents' feelings about living “near projects”.



Establish Design Guidelines

From visioning we learned that more modern looking projects are often associated with new development/ higher costs. Below are two examples that participants had positive opinions of.



Highlights about this property were that it looks like a house from the street, it has private outdoor space for units, and it has individual entrances.



This development reminded participants of new, high-end buildings recently built in Rome.

What should the focus of ERC design guidelines be? Is there a way to combine NWGHA building appearance with some modern flare?



Homeowner Repairs/ Energy Efficient Upgrades



GOAL(S) ADDRESSED

4. Expand Existing Repair Programs To Bigger Repairs and Energy

Efficient Upgrades. There are some existing, limited home repair programs for smaller projects like repairing a porch or small plumbing issues. These programs have affordable fees and volunteer hour requirements to receive the service. Working with these service providers expand programs to include common larger project needs such as roof repair.

4a. Expand or Create Energy Efficiency Program. Older homes often have higher utility costs. To help homeowners with long term costs a program to install new windows, insulation, and roofs.

Some existing programs include:

- A Brush with Kindness – Habitat for Humanity
- Weatherization Program – Tallatoona
- Home Energy Improvement Program – Georgia Power

BARRIER TO PROGRAM SUCCESS:

Home Insurance. Current programs require home insurance to receive the services. Homeowners have indicated that they cannot get affordable home insurance because their homes need repairs. This traps residents between a rock and hard place with no way forward.



Homeowner Repairs/ Energy Efficient Upgrades

Does this proposal seem feasible?

Are there partners or organizations that can help finalize how this program would work?

Homeowner Repairs Network

5. Create a Home Repair Network. Create a hub of information and resources to connect residents to trainings and tools for smaller home repairs, local contractors for larger projects, and funding opportunities for the work. This could be organized and managed by the proposed Neighborhood Association .



GOAL(S) ADDRESSED

Does this proposal seem feasible?

Are there partners or organizations that can help finalize how this program would work?



Increased Property Enforcement

6. Target Property Enforcement In A Discrete Area. Focus property enforcement in the catalyst project area and surrounding blocks. Incrementally move enforcement focus around the neighborhood as capacity allows. Coordinate property enforcement actions with other enforcement such as ticketing abandoned vehicles.

6a. Property Owner Outreach. The proposed neighborhood association could reach out to property owners who are struggling with property maintenance and help them navigate either getting the property demolished or connecting to resources.

7. Create A Comprehensive Tracking System. Create a centralized tracking database where City staff, partners, and residents can update information on demolitions, condemnations, vacancy, and blight. This will help everyone understand where there are hotspots that could be targeted, progress towards implementing the plan, and the general state of ERC. As issues are tracked trends may be identified and special events could be coordinated to address them. For example, an abandoned tire event where residents have the opportunity to bring abandoned tires to a central location for recycling at no cost.



GOAL(S) ADDRESSED



Increased Property Enforcement

Does these proposals seem feasible?

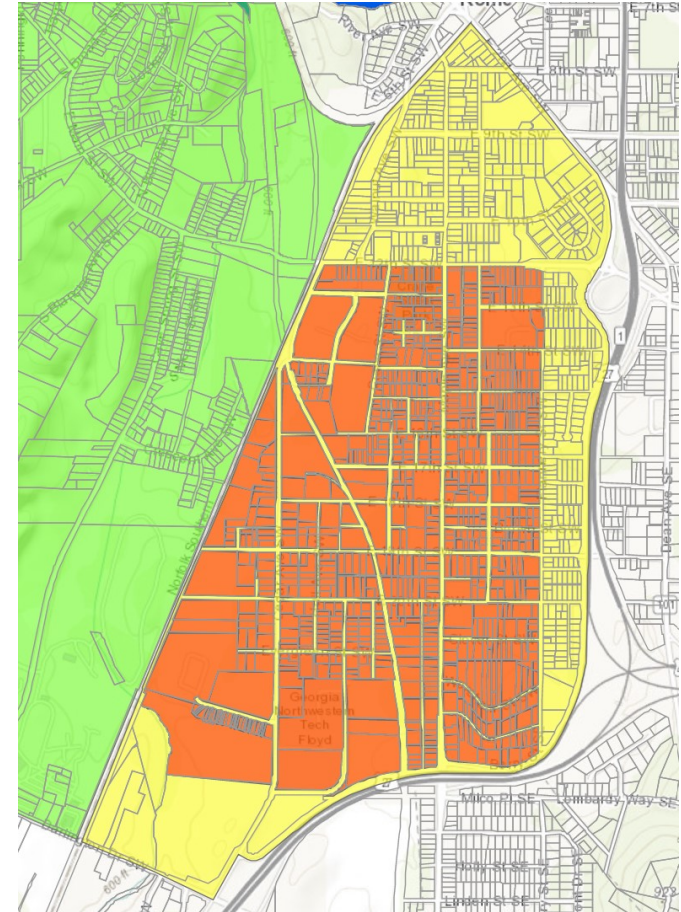
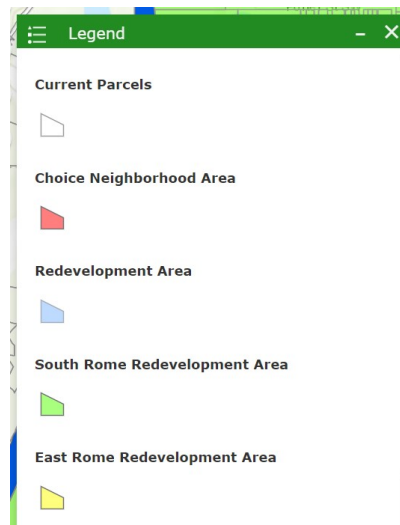
Are there partners or organizations that can help finalize how this program would work?

Consider a Tax Allocation District for East Rome Crossing

8. Consider a Tax Allocation District (TAD) for ERC. A TAD district in “East Rome Development Area” could provide financial support for home repairs, rehabilitation of vacant homes to be sold, clearing blighted property, and infrastructure improvements. The East Rome Development Area is slightly larger than ERC as shown below.



If feasible, would this be endorsed by the Housing Plan Committee?



Home Equity Assurance

9. Establish a Home Equity Assurance Program. A Home Equity Assurance program would have residents paying a small additional tax that would go into a “pot”. The funds collected would be used to fill any gaps that may happen between the value of the home when originally purchased and the value when homeowners go to sell the property. This could help attract new market rate homeowners by alleviating concerns about property values over time. In recent years programs like this have also included supporting loans for homeowner property improvements and repairs, though the “pot” would need to grow large enough before these loans would be feasible.

This type of program is not currently in wide use in Georgia.



GOAL(S) ADDRESSED

Would this type of program help attract new investment in housing in the East Rome Crossing Neighborhood?



Housing Rehab Program

10. Establish a Housing Rehab Program. Acquire properties to be completely remodeled and modernized with energy efficient upgrades. Sell the properties at market rate. Target blocks of ERC that are otherwise stable to acquire the properties or focus program in the proposed **Catalyst Area**. If property is acquired using HUD funding it will have income/affordability restrictions.

Successful programs often partner with Land Banks to acquire properties. Is it feasible that the Rome/Floyd Land Bank could acquire and hold properties for this program?

Who would be a good partner(s) to manage to the rehabilitation process (creating/issuing RFP for construction, selling the property, purchasing new property)?

An example of this type of program is **Homesteading & Urban Redevelopment Corporation**. Originally established in 1976 by the City of Cincinnati under the HUD 810 Urban Homesteading Program, HURC acquires properties at low costs mainly from the local land bank, rehabs the property and sells it at local, affordable rates. The sale of the property, along with funding from government, banks, and foundations sustains the program.



Housing Rehab Program

Will this have a positive impact on ERC?

Does this proposal seem feasible?



PLAN PROPOSAL REVIEW

Review of Housing Plan Goals

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SCHEDULE

NEIGHBORHOOD/HOUSING PLAN COMMITTEE –

The neighborhood and housing plan committees have been combined due to a high amount of overlap.

Neighborhood #3 Wednesday November 17th at 4pm EST

Housing #3 Friday, November 19th at 4pm EST

Steering Committee Review - December 16th at 4pm EST

Draft Transformation Plan – February 2022

THANK YOU!

This concludes our meeting agenda. Thank you for your time to meet today. The Project Team realizes that members of the Housing Plan Committee may have questions or wish to discuss aspects of the material presented today more thoroughly.

Any comments or questions?

The presentation is available on eastromechoice.com